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Marquette University

MILWAUKEE, Wisconsin

The Robert A. Johnston
College of Economics

School of Journalism



BULLETIN

1914 - 1915

AFTERNOON AND EVENING SESSIONS

DEPARTMENT OF JOURNALISM

OFFICERS OF THE COLLEGE OF ECONOMICS

REV. JOSEPH GRIMMELSMAN, S.J.,
President of Marquette University.

REV. JOSEPH MURPHY, S.J.,
Vice-President and Regent of the College of Economics.

REV. EUGENE RUDGE, S.J.,
Treasurer.

FACULTY

WILLIAM CLARENCE WEBSTER, Ph.D.,
Dean of the College of Economics.

REV. JOHN EDWIN COPUS, S.J.,
Director of the School of Journalism.
Professor of the Theory and Practice of Journalism.

LORAIN FORTNEY, PH.D., LL.B.,
Professor of Economics and Finance.

REV. JOHN I. DANIHY, S.J.,
Professor of English.

REV. HUGH B. MACMAHON, S.J.,
Professor of English and of Logic.

REV. GEORGE A. DEGLMAN, S.J.,
Professor of Psychology, Ethics and Sociology.

BERNARD A. ABRAMS,
Professor of French and German.

OSCAR BURCKHARDT,
Professor of German and Spanish.

EARL STUMPF,
Instructor in Journalism.

FRANK M. BRUCE, M.A.,
Instructor in Specialized Journalism.

ROSCOE MOON,
Instructor in Advertising.

A. W. SEILER,
Instructor in Advertising.

REGISTRATION

The office of the Dean of the College of Economics, first floor of Main University building, Grand avenue, between Eleventh and Twelfth streets, will be open for registration of students daily, except Sunday, during the two weeks preceding October 1, and during the week preceding February 1, 9-12 a. m., 3-6 and 7:30-9:30 p. m. Appointments will be made, either for registration or for consultation, at other hours for any who find the above hours inconvenient.

INFORMATION

For information concerning the School of Journalism, address Director J. E. Copus, S.J. Interested persons, however, are urged to call at the Dean's office whenever possible, as personal interviews are much more satisfactory than correspondence.

GENERAL STATEMENT

The School of Journalism is an integral part of Robert A. Johnston College of Economics of Marquette University. It is designed to meet the needs of four classes of students:

1. Those who are attracted toward newspaper work and who are anxious to secure a preparation for positions as reporters, editorial writers, department editors, copy readers, etc.
 2. Those who wish to enter the field of trade or specialized journalism as editors or writers.
 3. Those who wish to prepare themselves for magazine work, and short story work, either as editors or writers.
 4. Those who desire a special training for the work connected with the circulation department of a magazine, newspaper, or trade journal.
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Students of Journalism also have the privilege of specializing in advertising courses offered by the School of Business Administration.

AIM AND SCOPE.

The School of Journalism is for the benefit of young men who have brains, energy and the ambition to succeed in newspaper work, and who realize that a thorough and practical preparation is essential to success. Students of journalism at Marquette are expected to rise above mediocrity. The school is an outgrowth of an increasing demand in the field of modern journalism for more efficient service.

The aim of the school is to give a broad and thorough theoretical, ethical, and as far as circumstances permit, practical training in those basic subjects, a knowledge of which is essential to success. Other things being equal, the university graduate, with the aroused and active mentality which such a school gives, will be more successful than one who has not received this training.

A military school cannot make a soldier; and Marquette University School of Journalism cannot give us the assurance of an editor. "But," as the late Whitelaw Reid has pointed out,

"West Point can give the training, discipline, and special knowledge without which the born soldier would find his best efforts crippled, and with which men not born to military greatness may still do valuable service." So Marquette University School of Journalism may do much for those who are to maintain American journalism as a profession and emulate the laurels of earlier leaders, with larger opportunities, on a wider stage, and to more beneficent ends.

The School endeavors to develop clear thinking, keenness of observation, breadth of view, a firmer grasp of underlying principles, and a high standard of newspaper ethics, as well as enthusiasm for the profession.

The teaching is about equally divided between lecture and laboratory work, and the classes in Theory and Practice are conducted by professors who have had many years of practical experience in metropolitan and specialized journalistic work and expert advertising, several of whom are still engaged actively in these departments. Students are fitted for routine work in the office of a large daily paper, and all phases of the work are covered. Attention is also paid to the requirements of the state press, and especially of small city dailies.

LOCATION.

The College of Economics, of which the Department of Journalism is a part, is situated in the Robert A. Johnston building of the University, between Eleventh and Twelfth streets, on Grand avenue, Milwaukee, and is within a few minutes' walk of all the leading daily papers of the city. Its urban location is an ideal one, enabling the Faculty to secure supplementary lectures by prominent newspaper men of the city, and offering numerous opportunities for laboratory work in practical journalism.

LIBRARY FACILITIES.

The fine Public Library is only two blocks from the school, and affords every facility for study and research work. The Municipal Library in the City Hall (within ten minutes' walk) also offers advantages which students in journalism will appreciate. The highly specialized Samuel Marshall Library of the

College of Economics contains many volumes which are indispensable for the students' work. A journalistic library is in process of formation.

STUDENT BUREAU OF EMPLOYMENT.

Realizing that many students require the assistance of some compensatory labor in order to be able to finish the course, the University conducts a Students' Bureau of Employment, the privileges of which will be enjoyed by the students of journalism in common with those of other departments of the University. Students are strongly recommended, however, at matriculation to come provided with sufficient funds for board, lodging and fees, for, at least, the first term. Strangers cannot expect to secure partial employment immediately upon arrival. Application blanks are filled out free of charge, and out of town students are given the preference whenever this is practical.

THE UNIVERSITY YEAR.

The University year for the College of Economics and the School of Journalism is approximately thirty-two weeks in length, exclusive of vacations, and is divided into two semesters, which begin about the first of October and February respectively. The final examinations end on May 31.

EVENING AND DAY CLASSES.

In order to accommodate students who may be employed during the day, as well as others, the School of Journalism conducts classes every evening and afternoon of the academic year, except Saturdays and Sundays, between the hours 6:45 and 8:45, and in the afternoon between the hours of 4 and 6, except when any special subject shall be taught earlier in the day.

"SPECIAL" AND "REGULAR" STUDENTS.

Students in this school are classified as "regulars" and "specials." Any qualified students pursuing at least three subjects at the same time and intending to complete the diploma or either of the degree courses will be registered as a "regular."

Other students will be registered as "specials." These may take such individual courses as their available time will permit, and will be given considerable latitude in their selections, subject to the approval of the Dean of the College of Economics and the Director of the School of Journalism and the instructors concerned. If any special student later desires to qualify and take a degree or a diploma course, he will be given credit for work already done.

THE DIPLOMA COURSE.

The University will confer a Diploma upon regular students who have satisfactorily completed sixteen hours of work in day and evening classes per week for two University years. The prescribed courses are Freshman English, or Business English, Sophomore English and Literature, Business Economics, Political History of the United States, American Government, and the Theory and Practice of Journalism, and specialized Journalism. (See these courses at the end of this bulletin.) If less than sixteen hours are taken per week a longer time will be required to fulfil the conditions for a diploma.

THE THREE YEAR DEGREE COURSE (B. J.).

The University will confer the degree of Bachelor of Journalism upon those who have satisfactorily completed a three-year course of sixteen periods per week. The courses prescribed are:

FIRST YEAR: Freshman English, 3 hours a week; Business Economics, 2 hours; Political History United States, 2 hours; Theory and Practice of Journalism, 6 hours; Electives (in economic subjects), 3 hours.

SECOND YEAR: Sophomore English, 4 hours a week; Theory and Practice of Journalism, including Specialized Journalism, 6 hours; Philosophy—Ethics, Logic, etc., 4 hours; Electives in Economics, 2 hours.

THIRD YEAR: English Literature and Literary Criticism, 4 hours; Journalism (Field and Laboratory Work), 3 hours; Sociology (Second Semester, American Government), 3 hours; Electives, Physiology, Political Science, etc., 6 hours.

THE FOUR YEAR DEGREE COURSES:—(A.B. in Journalism.) (Litt.B. in J.) (B.S. in J.)

The prescribed studies for the first year for the degree of Bachelor of Arts in Journalism, Bachelor of Letters in Journalism, and Bachelor of Science in Journalism, are the same, and are as follows: Foreign Languages, 4 hours weekly; Freshman English, 3 hours; Business Economics, 2 hours; Political History United States, 2 hours; electives, 5 hours.

For Degree of Bachelor of Arts in Journalism. SECOND YEAR. Latin and Greek, 4 hours weekly; Sophomore English and Literature, 4 hours; Journalism, 1, 2 and 3—6 hours; electives, 2 hours. THIRD YEAR. Latin and Greek, 4 hours; English Literature and Literary Criticism, 4 hours; Logic, 5 hours; Journalism, 4, 5 and 6—6 hours. FOURTH YEAR. English Literature and Literary Criticism, 4 hours; Psychology, 5 hours; Ethics, 3 hours; Journalism, Practical Reporting, practice in Short Story, Magazine and Editorial Writing, 3 hours; Elective, 1 hour.

Degree of Bachelor of Letters. This Degree will be conferred if, instead of Latin and Greek, the languages chosen are French, German or Spanish.

Degree of Bachelor of Science is given upon the completion of the four year course. (For the first year studies, see above.) SECOND YEAR. Sciences, 5 hours weekly; Sophomore English and Literature, 4 hours; Journalism, 1, 2 and 3—6 hours; electives, 1 hour. THIRD YEAR. Foreign Languages, 4 hours; Sciences, 5 hours; Journalism, 4, 5 and 6—6 hours; Electives, 1 hour. FOURTH YEAR. Foreign Languages, 4 hours weekly; Sciences, 4 hours; Journalism, Practical Reporting, Practice in Short Story, Magazine, and Editorial Writing, 3 hours; electives, 5 hours.

These three four-year courses are intended primarily for students who can devote all their time to academic work, or, with fewer subjects, take a longer time to reach the full term of their credits.

ENTRANCE REQUIREMENTS

DEGREE COURSE.

Persons will be admitted to the first year class of a degree course if they have completed a satisfactory high school course, or its equivalent. The University recognizes, however, that many who cannot qualify in this manner are superior in mental power to less mature and less experienced men of better scholastic preparation. Candidates for admission, therefore, who have not had the equivalent of a high school course, are asked to submit to the Dean a detailed statement of their training and previous experience. He will, after consultation with the Faculty of the college, admit such applicants as are deemed capable of pursuing their work with profit.

DIPLOMA COURSE.

Persons will be admitted to the two year diploma course who have completed three years' work in a recognized high school, or its equivalent. Applicants unable thus to qualify should submit statements similar to those mentioned above.

“SPECIALS.”

The requirement for admission as a “Special” student naturally will not be as rigid as for “Regulars,” but will be governed in each case largely by the judgment of the Dean and Faculty concerning fitness to pursue the particular course or courses selected.

PERIODS OF CLASS ATTENDANCE.

A total of sixteen hours weekly is required of regularly enrolled students who are candidates either for a degree or for a diploma. An average of two hours of home work is expected for each hour of recitation.

ADVANCED STANDING.

Due credit will be allowed for advanced work done in other universities and colleges of accepted standing, when such work

is closely similar to courses given in this school. Applications for advanced standing should be in writing and should be accompanied by a detailed statement from the proper authorities of the nature of the work for which credit is asked.

TUITION.

The tuition fees in the School of Journalism are as follows: For two hours of recitation weekly for one academic year, \$25; during one term, \$15; for three hours weekly for one year, \$35; four hours, \$45; for each additional hour up to fourteen, inclusive, \$7.50; sixteen hours (necessary for a diploma or degree course), \$125. A proportionate extra charge will be made for more than sixteen hours.

Fees of \$25, or less, must be paid in advance. Fees of more than \$25 are payable, three-fifths in advance and two-fifths at the beginning of the following term. No tuition will be refunded except upon evidence satisfactory to the Faculty that the student was obliged to withdraw permanently from the University.

THEORY AND PRACTICE

As it is natural that to the journalism student those subjects which deal immediately with the preparation for actual newspaper work are of greater interest than the other necessary and obligatory courses, it has been deemed expedient to give in this bulletin on account of the nature of the work done in the different years in the Theory and Practice course. (See courses in last page of this bulletin.)

FIRST YEAR WORK—SIX HOURS A WEEK.

In this year the Theory and Practice course requires six periods a week, and embraces the general principles underlying the writing of clear, concise, accurate and interesting news stories, various types of routine reporting, the heading, the lead, the story, details of reporters' and correspondents' work, preparing copy, headline writing, proof reading, interviewing and special assignment work. Much attention is given to the proper handling of fires, accidents, tragedies, etc.

At the beginning of the second semester a six weeks' term is devoted to the technique of the fictional short story, as distinguished from the news feature story. Instruction is largely by lecture, and these are reported as part of the practice. After some facility is gained in the class room in writing feature stories, students are taken to lectures, interviews, and entertainments, and required to report these and submit the "copy" to the professor. Special attention is paid to the feature story, and to news values, and the class is enabled occasionally to go out with some of the reporters of the Milwaukee daily papers, and thereby learn from actual experience. "Copy" is prepared in class on typewriters.

SECOND YEAR WORK.

Theory and Practice, Four Hours; Specialized Journalism, Two Hours.

In addition to the ten hours of collateral economic studies, the professors in the second year classes give four periods a week to the Theory and Practice course, and two periods to Specialized Journalism.

The first year "reporters" are promoted to be copy readers, wire editors, make-up men, and executives generally. As copy readers the students use style books of certain standard papers for periods of several weeks each, so as to give the widest possible experience to meet the requirements of actual work. The universal desk and its variations are worked in practice, actual copy being prepared with rigid adherence to necessities of style and composing room requirements. Blacklists of overworked words are added at each recitation. Various styles are followed, such as the World's statement of facts in chronological order as against the usual "story in the first paragraph."

All the above applies more or less to the handling of United Press reports, with additional practice in valuing bulletins, flashes, follows, etc., as well as problems in differences in time zones, physical aspects of wire service and the development of stories from bulletins. Incidentally the clever handling of the United Press serves admirably to teach style, and the playing up of human interest. Roughly, wire reports are classified into fundamental, human interest, sports, routine, etc. Obligations of "release" are emphasized.

Other Practical Work.

Practical work in the handling of feature service mats, the making of cuts, estimating cost of composition, value of white paper, and other problems entering into the duties of an executive editor, are gone into in detail, together with the system of accounting for correspondents and the development of their material. As Sunday editors the students are required not only to write up feature stories, but to design layouts, study type artistry, and the utilization of the morgue material, as well as the keeping of a file system.

In the Press Room.

Union composing room rules are explained, as well as the possibilities of the linotype and monotype as regards freak typography. Great stress is laid on the efficient make-up of pages so as to minimize make-overs and reduce breaking of columns, thereby saving expense and acquiring speed. The mechanical side is not only taught, but all sorts of practical problems are worked out, as it is in this phase of executive efficiency that many otherwise good editors fail.

Editorial Writing.

Editorial writing of the best accepted types is done on assigned subjects, logic and psychology being emphasized as well as literary style. Libel and privileged publications are discussed each time the work in hand leads to their introduction. The study of one hundred typical editorial pages is made, and during the Sunday edition work a score of leading papers must be marked to indicate their peculiar features, even to edition marks.

Magazine Work.

In magazine work actual preparation of copy for readers is done, and the field of manuscript markets is gone over thoroughly. In all work theory is utilized only as a means to broaden the students' view, while incessant attention to the practical side is demanded, even to the making of good paste.

SPECIALIZED JOURNALISM.

Mr. Frank M. Bruce, publisher of the American School Board Journal and The Industrial Arts Magazine, has charge of this course. He writes for this bulletin as follows:

"The work is divided into two general topics, (1) Specialized Journalism, including Technical, Class, and Trade Journals of all kinds, and (2) Journalism Administration, or the business side of the publishing business.

First Semester.

"In the course of Specialized Journalism I attempt to give an appreciation of the growth and progress of the Technical, Class, and Trade Journals of the country, building up my entire argument on the economic necessity from the point of view of the producer, the preparer, the distributor, and the professional expert.

"After the opportunities of the field have been defined and the history traced as nearly as possible to the present day, we study the varieties and kinds of Technical, Class, and Trade Journals in existence in this country, and their relation to their respective fields.

"We then study the problem of editorial efficiency and what it is that makes any newspaper or publication strong and powerful in its field. This naturally involves the problem of the building of

DEPARTMENT OF JOURNALISM

Trade Paper stories, the editorial page, the regular features of the trade, etc., etc.

Second Semester.

"During the Second Semester we study the publishing business, not from the editor's view point, but from that of the publisher. We try to establish the Unity of the editorial, circulation, and advertising departments in the production of one complete publication. We aim during the second term, to give the students of journalism who are studying Theory and Practice, a comprehensive understanding and appreciation of what it means to publish a newspaper, magazine or class paper.

"We aim to teach our students the very fundamental causes for the existence of newspapers, popular magazines and trade papers, and the linking up of the entire publishing business to the producers and consumers of this country and then down through the problems of cost, circulation getting, advertising, etc., which necessarily would come under the heading of the business side of the publishing business."

THIRD YEAR WORK.

Three Hours Weekly.

The Theory and Practice course of this year consists of three periods a week, devoted to field and laboratory work. This laboratory work is accomplished partly by actual newspaper work on one of the city dailies and partly by finishing the course of Theory and Practice at the University.

ADVERTISING COURSES.

The courses in Advertising and certain other subjects offered in the School of Business Administration are open to the students of the School of Journalism. Advertising is a subject cognate to journalism, and one of which all newspaper men should have at least a theoretical knowledge. The courses are, in consequence, inserted in the Journalism Bulletin.

First Year. Two Hours.

The first year treats of the psychology and general principles of advertising. The technical side is emphasized in the use of colors, white space, type, the making of display advertising, etc. The idea of service to the buyer of advertising space is insisted upon.

Second Year. Two Hours.

Special attention is paid to retail advertising—department store advertising, and specialized business advertising, such as bread, hotels, jewelry, shoes, etc. During the year several national advertising campaigns are outlined, with the emphasizing of efficiency and service.

OUTLINE OF COURSES.

- Journalism 1.** Elements of news writing. General principles underlying the writing of clear and interesting news. Feature stories. Types of routine news, police, city hall, commercial, marine, hotels, etc. Lectures, discussions and practice. Two hours.
- Journalism 2.** Newspaper reporting and correspondence. Details of reporters' and correspondents' work, including news gathering, preparing copy, etc. Interviewing. Assignments. Sunday feature stories. Human interest stories. Humor. Condensing. The needs of the metropolitan daily press, the small city daily, and the country weekly are carefully discriminated. Lectures, discussions and practice. Two hours.
- Journalism 3.** Newspaper editing. This course includes editing copy, correcting proof, writing headlines, telegraph editing of foreign and domestic news from flimsies. New York, Chicago, Boston and Milwaukee daily papers are used as a basis of study. Lectures, discussions and practice. Two hours.
- Journalism 4.** Office work. Copy reading, exchanges, executive work. The universal desk. Style books. Composing room rules. Black-listed words. Bulletins, flashes, follows. Developing stories from bulletins. The Morgue. Release matter. Executive duties. Feature service mats, cuts, composition cost, white paper cost, correspondents' accounting, lay-outs, file system, freak typography. Two hours.
- Journalism 5.** Editorial writing. Emphasis on logic, psychology and style. The law of libel. Privileged communications. The study of 100 typical editorial pages. Magazine work. Actual preparation of copy. The field of magazine manuscript market. Attention is given to the practical as well as the literary side of magazine work. Two hours.
- Journalism 6.** Specialized Journalism and Journalistic Administration. Technical, Class and Trade Journalism as applied to the

DEPARTMENT OF JOURNALISM

students in all the departments of the University, or those specializing in journalism. Course in specialized journalistic administration, dealing with the practical side of the publishing business, including publishers' problems of general administration, costs, advertising, circulation, etc.

Advertising 1. Psychology and general principles of advertising. Colors, white space, type, display advertising. The idea of service. Two hours.

Advertising 2. Retail advertising, department store advertising. Specialized business advertising. The national campaign. Efficiency and service. Two hours.

Freshman English. Throughout the year. Three hours a week.

First Year French. Throughout the year. Four hours.

First Year German. Throughout the year. Four hours.

First Year Spanish. Throughout the year. Four hours.

Freshman Latin. Throughout the year. Five hours.

Freshman Greek. Throughout the year. Four hours.

Freshman Mathematics. First term, 2 hours; second term, 3 hours.

First Year Chemistry. Throughout the year. Three or five hours.

First Year Physics. Throughout the year. Five hours.

First Year Biology. Throughout the year. Two hours.

Industrial History of England and United States. Throughout the year. Three hours.

Political History of United States. Throughout the year. Two hours.

Banking. Throughout the year. Two hours.

Industrial Combinations. One semester. Two hours.

Transportation. One semester. Two hours.

Money. One semester. Two hours.

Economic Problems. One semester. Two hours.

Public Finance. One semester. Two hours.

Accounting. Throughout the year. Two hours.

Business Management. Throughout the year. Two hours.

Corporation and Finance. Throughout the year. Two hours.

Insurance. Throughout the year. Two hours.

Commercial Law. Throughout the year. Two hours.

American Industries. Throughout the year. Two hours.

Salesmanship. Throughout the year. Three hours.

M A R Q U E T T E U N I V E R S I T Y

Business Ethics. Throughout the year. One hour.

Logic. Throughout the year. Eight hours.

Ethics. Throughout the year. Three hours.

Psychology. Throughout the year. Five hours.

Public Speaking and Argumentative Writing. Throughout the year. Two hours.

MARQUETTE UNIVERSITY

Milwaukee, Wisconsin

College of Arts and Sciences. Courses in letters, sciences and philosophy, leading to the Bachelor's degree in arts and sciences.

College of Applied Science and Engineering. Courses in civil, mechanical and electrical engineering, leading to the degree of Bachelor of Science in Engineering.

Department of Medicine. A four year course leading to the degree of Doctor of Medicine, preceded by a Collegiate medical year.

College of Law, including: (a) The Day Law School, a three year course leading to the degree of Bachelor of Law. (b) The Evening Law School, a three year course, preparing for admission to the Bar.

School of Dentistry. A three year course leading to the degree of Doctor of Dental Surgery.

The R. A. Johnston College of Economics, including: (a) The School of Business Administration. (b) The School of Journalism.

The School of Pharmacy, including: (a) The Short Course in Pharmacy. (b) The two year course leading to the degree of Graduate in Pharmacy. (c) The three year course leading to the degree of Pharmaceutical Chemist.

Marquette Academy. Preparatory department, classical and commercial courses, and courses preparatory to law, medicine and engineering.

Department of Music. Marquette University Conservatory of Music—Instruction in piano, vocal, violin, violoncello, organ and all orchestral instruments. Theory and history of music, dramatic art, elocution and art of expression, public school music, ensemble and sight-reading.

The University Extension Department, including: (a) The Evening Classes in Arts and Sciences, and Engineering. (b) Lecture courses conducted by the Faculties of Arts and Sciences, Engineering, Law and Economics.

The Summer School. Eight weeks' session during July and August.



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